

SYSTEMS AND METHODS FOR MANAGING
THE DISTRIBUTION OF ON-DEMAND MEDIA

[0001] This application claims the benefit of U.S. provisional patent application Nos. 60/239,522, filed October 11, 2000, 60/252,171, filed November 20, 2000, and 60/270,351, filed February 21, 2001, which are hereby incorporated by reference herein in their entireties.

Background of the Invention

[0002] This invention relates to on-demand media in an interactive television application, and more particularly, to systems and methods for managing the distribution of on-demand media in an interactive television application.

[0003] On-demand media, such as audio selections, video selections, electronic publications, electronic games, and software applications, are available to a user upon request. On-demand media is often requested for immediate distribution to the user's home equipment. The distribution of the on-demand media occurs at a certain bandwidth associated with the media. However, if the user's request for on-demand media requires more bandwidth than is currently available, the user's request can be rejected.